

Abstract of the Disclosure

A plug-in is provided to existing electronic message programs, such as electronic mail message programs, to provide a virtual toolbar therein. The virtual toolbar includes one or more virtual buttons that allow a user to select multimedia content to be added to an electronic message. The multimedia content may include, without limitation, any one or more of: graphics, audio, animation, video and text selections. The multimedia content may further include customizable templates in which business or personal messages may be generated. The plug-in may provide a variety of functions to allow user to generate custom electronic message templates that may be private or may be shared with other users. The template may include selectable links and advertisements, the selection of which within an electronic message may reported to the user that generated the customized electronic template.